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## CORE VALUES

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This worksheet was developed based on content from Alfred Lin's talk on Company Culture and Building a Team. \* It will help founding team members articulate what values are most important to hold true - now and as the venture grows.

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**1**

**Use the prompts below to generate a list of your venture's values.**

*Evaluate your list, considering your brand and company mission in the process.*

*What personal values are most important to you as founders?*

*What values are important in the success of your venture?*

*What values will you look for in employees, from your very first hires?*

*For contrast, what could never be tolerated in your company?*

*What values speak to your company's mission or vision?*



2

**Refine your values list.**

*Target five to seven core values if you can.*